2041344300

CAMBRIDGE
1993 PROMOTIONAL CALENDAR
(Including Supplemental Programs)

	• FIRST TRIMESTER •				• SECOND TRIMESTER •				• THIRD TRIMESTER •			
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
PACK OUTLETS			B1G1F plus pack coupons (good towards next purchase)		B1G1F plus bounceback for free Scripto BBQ Lighter		B1G1F plus bounceback for free merchandise (60 day ordering window) ------>				2 Packs w/incentive plus continuity	
CARTON OUTLETS	$4 off carton plus bounceback for free carton coupon		$4 off carton plus on-carton catalog						On-carton incentive w/continuity catalog		On-carton incentive plus continuity	
MEGA VOLUME OUTLETS										B3G1F carton		
FSIs	B1G1F	B1G1F		B1G1F				B2G1F plus incentive	B2G1F plus incentive and full catalog bounceback		FSI	
DIRECT		Offensive/ Defensive Mailing #1						Offensive/ Defensive Mailing #2 (Rewards Catalog)				Offensive/ Defensive Mailing #3

Source: https://www.industrydocuments.ucsf.edu/docs/xhby0004